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## **MEETING PLANNERS TURN TO CURRENT AFFAIRS FOR THEIR HAWAII EVENT NEEDS**

HONOLULU, HI (December 7, 2009) – What do the Fireman’s Fund Insurance Company (FFIC) of North America, McDonald’s of Australia and Vodafone of New Zealand have in common? They all turned to Current Affairs, Hawaii’s premier event planning and production company, to assist with their meetings and incentive events in Hawaii. With more than 25 years of experience in Hawaii and established relationships with local venues and purveyors, Current Affairs tailors events to particular client requirements, resulting in a maximum return on investment.

For FFIC, Current Affairs worked with the senior director of meetings and event management to plan and produce an annual reception dinner as part of an Association program on the Big Island of Hawaii. A fireman’s themed event, called the Mauna Lani Firehouse, was conceptualized to include a family-style dinner, firefighter gear and a real, old-fashioned fire-truck as well as a faux brick wall that turned the venue into a vintage firehouse. The Hawaii Island Fire Department also got involved by not only bringing in their firefighters as guests but also as a recipient of a Fireman’s Fund Heritage Program grant.

“Rescue Me” became the theme of an event Current Affairs produced for McDonald’s of Australia. Guests were asked to come dressed as nurses, firefighters, and doctors suited for the occasion. The “Rescue Me” theme was captured through four vignettes staged throughout the ballroom – an ambulance scene, airplane crash site, lifeguard area and distressed blonde woman with a flat tire. Each vignette showcased a crisis-like scene that helped define “Rescue Me.”

Current Affairs also planned and produced two incentive events for Vodafone, including a welcome reception at the Waikiki Aquarium and Vodafone-inspired finale luau at the Royal Hawaiian Hotel’s Coconut Grove. For these events, Current Affairs incorporated Vodafone’s brand and trademark red and white logo. As a result, these

color tones were incorporated into both events ranging from the staff's red and white attire to the fiery red welcome cocktails, from the red and white spandex table settings to white tropical floral centerpieces, from the red ambient lighting to red-draped food stations and more.

“When it comes to planning a meeting, convention or incentive event, we understand well the need for creativity, attention-to-detail, brand enhancement and relationships,” said Current Affairs President Philip Richardson. “We feel very fortunate to have worked with some incredible Clients like The Coca-Cola Company, Erina Corporation and Apple on a number of memorable events from corporate conventions and award ceremonies to product launches and integrated incentive programs.”

Known for its unique design and décor, Current Affairs has earned a reputation for producing creative conceptual-theme events in Hawaii's most sought-after locations. The full-service event planning company specializes in site and venue selection, imaginative design concepts, off premise catering services or effectively collaborating with on-site food and beverage management, entertainment, program development consultation and agendas, all done with utmost style and taste while being budget-friendly.

As Hawaii's premier full-service event planning and production company, Current Affairs has earned a reputation for its exquisite taste, unrivaled creativity, personalized approach, and supreme attention to detail. Founded in 1984, the company has created thousands of exclusive events combining unique entertainment concepts with fabulous décor and design at memorable locations for a wide variety of private and corporate clients. For more information, call toll free (877) 632-9666 or direct at (808) 732-9666 or visit [www.current-affairs.net](http://www.current-affairs.net).

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